TB
This goes
back to the
ABA - ad Ban
file

LEO BURNETT COMPANY · INC.
ADVERTISING
TIAL PLAZA · CHICAGO, ILLINOIS 60601 · 312-565-5959

CARLA R. MICHELOTTI
Vice President
Assistant General Counsel

**VIA POUCH**

March 23, 1987

Fredric S. Newman, Esq.
Assistant General Counsel
Philip Morris Incorporated
120 Park Avenue
New York, New York 10017

Dear Fred:

As a follow up to our conversation this afternoon, I've enclosed a copy of the letter I received from the Washington Legal Foundation requesting that I write an article on the policy implications of the ABA vote on a proposed tobacco advertising ban. I think your suggestion is excellent. I will direct the Washington Legal Foundation to Dick Wiley and forward a copy of the letter to him for his information and follow up.

I've also enclosed a copy of a speech given by a Dr. Martha Rogers. As I mentioned, although she is a strong anti-smoking lobbyist she argues that "cigarette advertising should not be banned" because sales increase during an ad ban and decrease with cigarette advertising. Her "research" contains some very broad generalizations, but her speech makes for interesting reading, nonetheless.

Both Mike and I are staying close to the AAF/AAAA lobbyists on the cigarette ad ban. We do not intend to decrease pressure.

I'm sure we will be speaking soon.

Cordially,

Carla R. Michelotti

/bam
Enclosures

2025019041



Source: https://www.industrydocuments.ucsf.edu/docs/zxkb0000